# Long-Term Retention as a Service from Data Matters
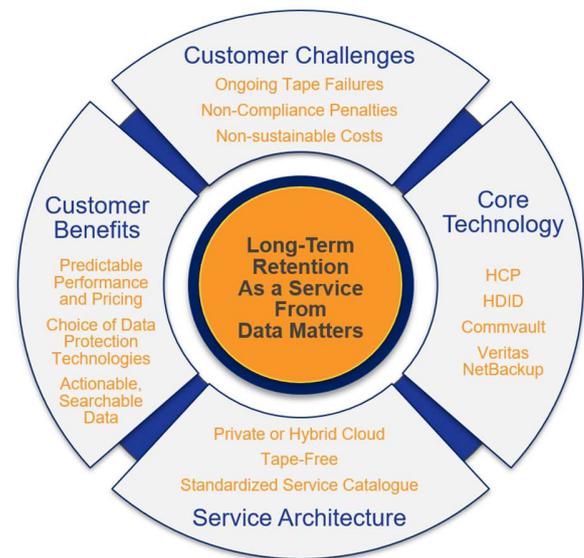## Powered by Hitachi Vantara

## Long-Term Retention as a Service

Customers can no longer leverage legacy tape to support their long-term data retention needs. To be competitive and to support regulatory compliance challenges, they need real-time speed of recovery as well as the ability to actively search and analyze that data. Tape does not support these requirements.

To meet these demands, Data Matters offers Long-Term Retention as a Service (DPaaS) powered by Hitachi Vantara. With a unified approach to data protection we deliver a comprehensive framework for backup and recovery, long-term retention and disaster recovery. The collection of services – based on service level agreements (SLAs) and as a service consumption – was designed with ease of adoption for our customers.

Data Matters' Long-Term Retention as a Service supports a broad choice of industry leading data protection software, is based on the industry leading object storage platform, the Hitachi Content Platform (HCP), and can be delivered through private or hybrid cloud deployment architectures. Finally, it provides predictable performance and pricing, and most importantly, supports actionable and searchable data driving insights for the business.

**Customer Challenges**
Ongoing Tape Failures
Non-Compliance Penalties
Non-sustainable Costs

**Customer Benefits**
Predictable Performance and Pricing
Choice of Data Protection Technologies
Actionable, Searchable Data

**Long-Term Retention As a Service From Data Matters**

**Core Technology**
HCP
HDID
Commvault
Veritas NetBackup

Private or Hybrid Cloud
Tape-Free
Standardized Service Catalogue
**Service Architecture**

## Why Change

Research shows that nearly 90% of all data has been created in the last two years and unstructured data is growing exponentially. It's creating major backup and business continuity challenges for many organizations.

High on-premise and cloud backup storage costs, the inability to use backup data for secondary use cases like data analytics, and increased risks of noncompliance with data protection regulations are common issues.

Typical challenges include availability risks caused by tape-based backup solutions; vendor lock-in and operational complexity; high costs of scaling backup operations in the cloud; slow, complex data discovery leading to compliance risks; and negative impacts of secondary data use cases on production systems.

## Why Now

Look at the facts about the challenges of using tape-based technologies:

- 75% of organizations have experienced a tape failure in the last year.

- Non-compliance with data protection regulations can result in fines of up to 4% of global revenues.

- For most enterprises, data protection and backup costs average $1.3M per petabyte. With data growing 50+% year on year, costs will become unsustainable.

Many IT and data teams are under significant stress due to backup failures.

With the inability to provide strategic support to the business, concerns about compliance, unsustainable manual backup workloads and the inability to justify high backup costs, it is time for a new way.

## Why Us

Forward-looking enterprises are replacing tape with object storage. Storing data in its native format means it can be stored cost effectively and reliably, but can also be enriched, searched and used for regulatory compliance and data analytics.

Data Matters enables this approach with our cloud-based Object Storage Service as well as our Long-Term Retention as a Service model.

Our private cloud object store, built on HCP, was found to be 68% more cost effective than public-cloud hosted object stores in a study by Enterprise Strategy Group (ESG). Our solution can be deployed with a wide range of third-party backup solutions, for a unique end-to-end solution and delivers the best business outcomes for our customers.

## Key Service Capabilities

- Elastic consumption for as-needed availability.

- Pay as you go with a small entry point.

- Guaranteed service levels.

- Based on a standardized service catalogue that maps directly to the data protection requirements being driven by your business.

- 60-day deployment with consistent SLAs on Day 1.

- Provides SLA and SLOs that focus on the availability and performance of the underlying infrastructure to support the services.

- Available as private or hybrid cloud designed to reduce or eliminate the need for tape.

- Provides usage metering, system monitoring and alerting, as well as availability reporting.

- Includes the options of a fixed one-time setup cost or inclusion of those costs within the service carried through the term of the contract.

- A full collection of professional services including planning and design, fully managed private or hybrid cloud deployment and a choice of partial or self-service solution management.

- 18 years of Data Matters reliability backed by 25 years of Hitachi technology and expertise.

- Greater agility and alignment to business use.

## Key Service Differentiators

- Very competitive pricing with contracts ranging 3 - 5 years.

- The expertise of Data Matters for implementation, management and use.

- A contract based on EU legislation gives you clarity about property rights, support, durations or extension and

## Service Offering Highlights

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|---|---|
| **Service Offering** | - **Long-Term Retention as a Service** |
| **Service Objectives** | - **Service management choice** – Fully managed or self-service with turn-key SLAs.<br>- **On- or Off-premise –** supports private and hybrid cloud<br>- **Consumption-**based service acquisition |
| **Service Classes** | - **Standard** – standard data with RPO >12 but <24 hrs. |
| **Architecture** | - Leverages a **Hitachi Hyperconverged scaleout architecture** for the recovery copy capability to ensure high-performance backup and recovery.<br>- Leverages **Hitachi Content Platform (HCP)** for the long-term retention capability because of the inherent governance capabilities of this enterprise class object store. |
| **Orchestration** | - **Hitachi Data Instance Director** orchestrates tiering to HCP for long-term retention.<br>- Provides policies that map to business processes. |

*Future Release

## Data Matters Strongroom

A vault in the cloud for content archiving delivered, Strongroom protects your content against harmful external influences and ensures you do not lose access to your data when you need it the most. Because Strongroom is delivered as a cloud service, it removes the burden of data management from your IT organization while you keep maximum access to your content.

Based on the Hitachi Content Platform from Hitachi Vantara and SEAL from Star Storage, customers access the offering through a simple online self-service portal for their archived content.

The Data Matters Data Protection as a Service offering also leverages the Hitachi Content Platform for its foundation.

## Learn More Today

Data Matters is committed to helping our customers easily move to a cloud-based data protection model that is secure, cost-effective and scalable.

Learn more about what Data Matters Data Protection as a Service can do for you – and your bottom line.

To learn more about our portfolio, visit www.datamatters.nl/dpaas.